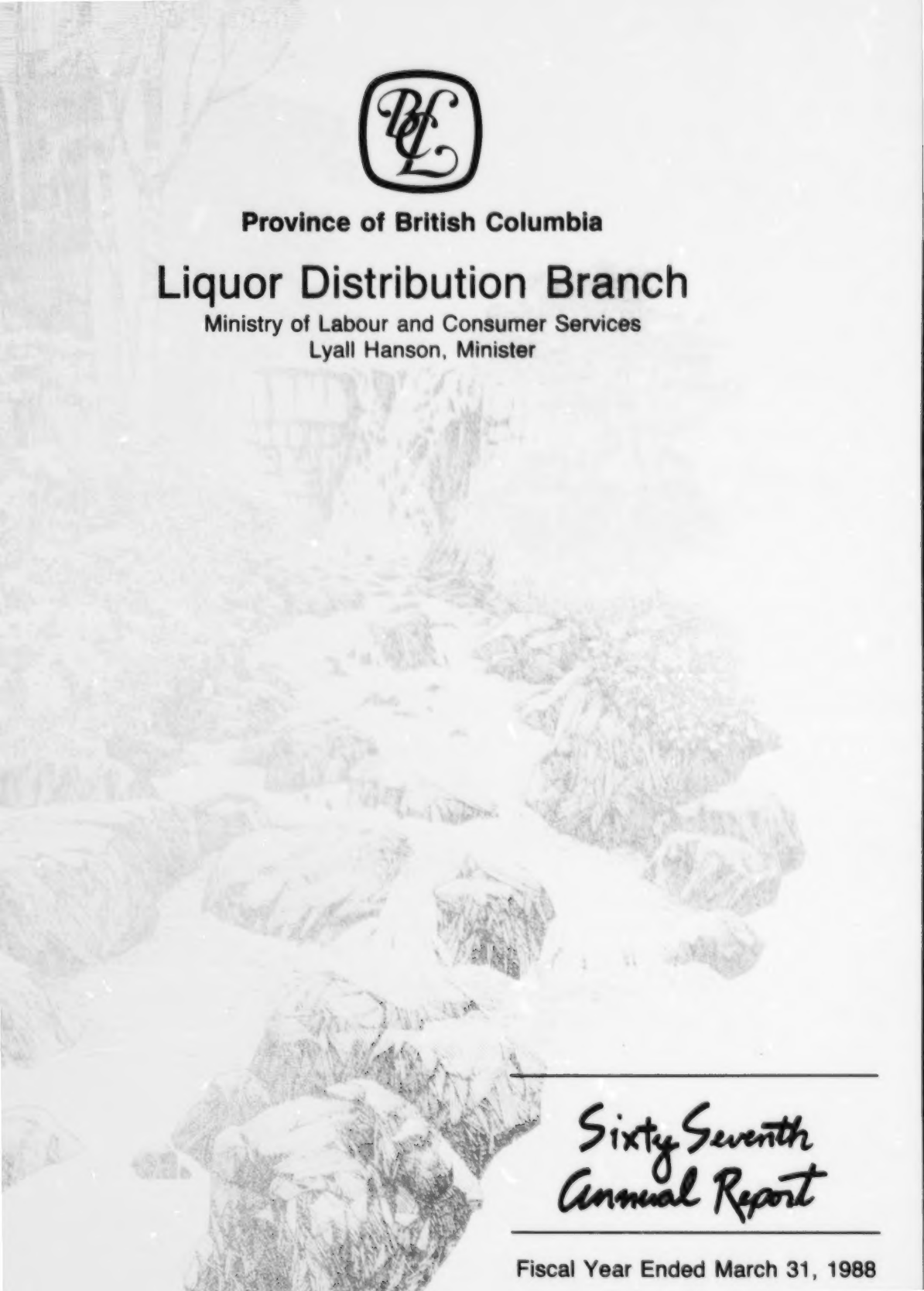

Province of British Columbia

Liquor Distribution Branch

Ministry of Labour and Consumer Services
Lyall Hanson, Minister

Sixty Seventh Annual Report

Fiscal Year Ended March 31, 1988

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Province of British Columbia

OFFICE OF THE GENERAL MANAGER
LIQUOR DISTRIBUTION BRANCH

Ministry of
Labour and
Consumer Services

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The Honourable Lyall Hanson
Minister of Labour and
Consumer Services
Rm. 306, Parliament Buildings
Victoria, B.C.
V8V 1X4

Sir:

I have the honour to transmit herewith the Sixty-Seventh Annual Report of the Liquor Distribution Branch, covering the year ended March 31, 1988. From April 1, 1987 to July 31, 1987, the Liquor Distribution Branch was part of the Ministry of Finance and Corporate Relations, the Honorable Mel Couvelier, Minister. From August 1, 1987 to March 31, 1988, the Liquor Distribution Branch was part of the Ministry of Labour and Consumer Services.

A.D. Anderson
General Manager

Enclosure

Executive Organization

As at March 31, 1988

MINISTRY OF LABOUR AND CONSUMER SERVICES

Minister — The Honourable Lyall Hanson

Deputy Minister — R.L. Doney

B.C. LIQUOR DISTRIBUTION BRANCH

General Manager — A.D. Anderson

Director of Finance — L.N. Dyer

Director of Store Operations — W.P. Cross

Director of Purchasing and Communications — P.W. Choate

Director of Distribution — D.B. Wilkinson

Director of Systems and Data Processing — M.E. Smith

Director of Security Services — J.R. Bowcott

Director of Internal Audit — D.W. Chung

Director of Personnel Services — R.T. Johnston *(Acting)*

Executive Secretary — L.A. Burfoot

The Honourable Lyall Hanson
M.L.A.
Minister of Labour
and Consumer Services
Minister Responsible—
Liquor Distribution Branch

Lee Doney, Deputy Minister
Ministry of Labour
and Consumer Services

Mission Statement

B.C. LIQUOR DISTRIBUTION BRANCH

The B.C. Liquor Distribution Branch manages the distribution of beverage alcohol by:

1. Operating the primary liquor retail system in British Columbia in a manner that satisfies the needs of our customers;

2. Providing approved private sector retailers with access to liquor products;

3. Providing suppliers with controlled access to the marketplace on a fair basis;

4. Fostering a healthy business environment in British Columbia for the liquor industry;

5. Achieving the provincial government's revenue goals;

6. Encouraging responsibility and moderation in the consumption of beverage alcohol;

7. Presenting a responsive and professional image to the people of British Columbia.

General Manager's Report

David Anderson, General Manager

During the fiscal year of April 1, 1987 to March 31, 1988, sales through the branch stores to the public, rural agency stores and to licensees amounted to $970.1 million and generated a profit of approximately $423.3 million plus Provincial Social Service Tax. The results for the previous year were $964.4 million in sales with a profit of $425.3 million.

The long term trend of declining spirit sales volume continued with a drop of 4.53% compared to the previous year. Wine sales volume was down 3.82%; cooler sales were up 43.39%; cider sales were up 16.58% and beer sales were .02% down.

The market shift to products containing less alcohol has resulted in total absolute alcohol consumption continuing its trend downward by 1.70%. In the four years from 1984 to 1988, absolute alcohol consumption dropped from 26.2 million litres to 25.0 million litres despite an atypical increase during Expo year.

Over a period of several months in 1987, the government conducted a liquor policy review which considered every aspect of liquor policy, including a careful look at the retailing function. This study was conducted by the Honourable John Jansen, then Parliamentary Secretary to the Ministers of Finance and Labour and Consumer Services, Larry Chalmers, M.L.A. and James Hewitt, M.L.A.

The Liquor Policy Review and subsequent studies of various aspects of this report have resulted in many changes to liquor policy, some of which affect the Liquor Distribution Branch. Not all of their recommendations were adopted by year-end but they are mentioned here because they are a direct result of activity within the fiscal year. As government has ratified many of these recommendations, the branch considers it a challenge and a mandate to implement them.

On January 15, 1988, Bob Wallace retired as General Manager of the Liquor Distribution Branch. Mr. Wallace, who joined the Branch in 1978, had previously distinguished himself in a public service career that included the positions of Deputy Minister in the Government of Manitoba and Assistant Chief Statistician with the federal government in Ottawa. During his ten year tenure, remarkable changes took place at the branch and our thanks go to Bob Wallace for the many contributions he made to our progress.

I would like to take this opportunity to thank all employees for their fine contribution to this eventful and successful year at the Liquor Distribution Branch.

Operational Review

— Liquor Distribution Branch Store System

— Agency Stores

— Liquor Policy Review

— Privatization

— Distribution

— Purchasing

— Internal Audit

— Security

— Merchandising

— Special Events

— Customer Service

— Communications

— Responsibility Program

LIQUOR DISTRIBUTION BRANCH STORE SYSTEM

The store system, as of March 31, 1988, is composed of 216 retail outlets located throughout the province. During the 1987/88 fiscal year new stores were located at Caulfeild Plaza in West Vancouver and at Newton. In addition, three stores were completely renovated, 30 stores received minor renovations and five special event stores were operated at temporary locations.

AGENCY STORES

Agency Store appointments are made by the Minister under Section 8(5) of the Liquor Distribution Act.

The Rural Agency Stores provide liquor service in communities where it is not feasible to establish a branch-operated liquor store. These stores are established in conjunction with a grocery or general store and operate under a two year renewable agreement. These stores must carry a selection of wines, beers and spirits, to sell at Liquor Distribution Branch prices, and for which they receive a 10% commission.

There were 125 Rural Agency Stores as of March 31, 1988. Annual sales to Rural Agency Stores for the fiscal year 1987/88 were $26,098,819 and total commission paid was $2,609,882.

Industry Agency Stores are liquor outlets operated by the B.C. liquor industry. At year end there were 48 of these outlets comprised of 21 stores at manufacturing plants, 17 free-standing wine stores and 10 located in non-liquor establishments. Total sales for the fiscal year were $5,046,760 and total commission to the operators was $897,514.

LIQUOR POLICY REVIEW

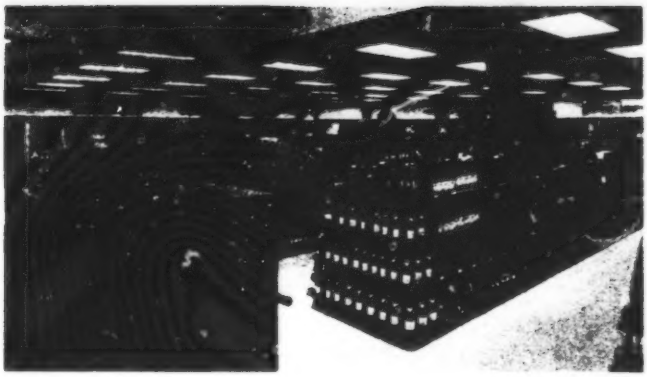
Over a period of several months, government conducted a liquor policy review which considered virtually every aspect of liquor policy, including a careful look at the retailing function.

The final report, written by the Honourable John Jansen, and subsequent studies of that report have resulted in changes to liquor policy which affect the Liquor Distribution Branch. Government has ratified many of these recommendations and the branch has been acting to bring them into being. Highlights include:

— To encourage moderation in the consumption of alcohol, the government has reduced mark-up on low-alcohol beer, cider and cooler products. This means, for example, the selling price of one dozen beer containing four percent alcohol by volume is reduced by $1.00 and three percent beer is reduced by $1.50.

— Recommendations were made for a full staff uniform program, better customer relations training for staff, better product knowledge training for staff, expanded in-store tastings, modernization of older stores, store hours to match the shopping hours of the communities in which we are located, better product selection, reduced premium wine pricing and better product information for customers.

— Further recommendations relating to a new wine store model and to the way in which licensee retail stores do business, await clarification of Free Trade and G.A.T.T. issues.



PRIVATIZATON

The Liquor Policy Review recommended that "the current system of liquor retailing , with modification, should be maintained..." The government considered modifying the system through the privatization of the operation of existing small liquor stores and formed an action team to study this question.

Based on a report by that group, the government later decided that, rather than sell off any existing stores, it would gradually allow increased participation of the private sector.

DISTRIBUTION

The Distribution Department operates three separate facilities located in Vancouver, Kamloops and Richmond for the distribution of liquor products and dry goods to branch administration and retail outlets. During 1987/88, 8.2 million cases of beverage alcohol were delivered to liquor stores, representing a decrease of 2.5% from Expo year, 1986/87. All domestic beer was distributed by the local breweries or by Pacific Brewers Distributors.

PURCHASING

The branch accepts listing applications for both general and specialty listings in B.C. Liquor Stores from all suppliers or their agents.

General listings, which are available at most of the 216 liquor stores, are approved by a formal listing committee which meets twice per year, in the spring and fall. The committee reviews the branch portfolio, selects new products for listing, and delists products which fail to meet sales quotas. Listings are based upon such factors as market demand, price, reliability, quality, as well as sensory evaluation through blind tasting.

At year end, general and specialty listings totalled 2752 products from around the world. Restricted listings are sold through outlets such as ship chandlers, duty free stores, industry agency stores, and totalled 1165 products in 1987/88. These listings, which are not sold through B.C. liquor stores, also include speculative items, which agents promote to licensees with the goal of building demand.

During 1988 the branch received approximately 2500 requests for new listings from suppliers. Efforts continued to improve and enhance the offering of specialty products. Criteria governing the selection of specialty products include shifting market trends, vintage conditions, currency fluctuations, and the introduction of new products on the world market.

PRODUCT PORTFOLIO

As at March 31, 1988

	DOMESTIC		IMPORT		TOTAL	
	87/88	86/87	87/88	86/87	87/88	86/87
SPECIAL LISTINGS	172	129	1161	890	1333	1019
GENERAL LISTINGS						
SPIRITS/LIQUEURS	309	301	147	155	456	456
WINES	344	344	435	405	779	749
CIDER/COOLERS	68	50	2	0	70	50
BEER	82	71	32	31	114	102
Total General Listings	803	766	616	591	1419	1357
TOTAL LISTINGS*	975	895	1777	1481	2752	2376

* Available in B.C. Liquor Stores

CUSTOMER SERVICE

PREMIUM
WHITE WINE

INTERNAL AUDIT

During year 1987/88 the Internal Audit Department collected over one million dollars in audit assessments involving over 30 companies.

Despite a large increase in the number of entities requiring audit, coverage was provided without increasing the staff complement.

SECURITY

The protection of our employees, public property and assets continues as one of the major responsibilites of the branch. Within this context, employees continued to respond to security problems in a very professional manner.

The benefits of security awareness training for employees is in evidence in the Shoplifting Prevention Program. During fiscal year 1987/88, 516 shoplifters were apprehended by store staff which represents an increase of 19.4% over the previous year. Staff also reported 613 incidents of attempted shoplifting, which represents a 28.3% increase over the previous fiscal year.

MERCHANDISING

The IMAGE program provides and controls display access to the stores by all suppliers of beverage alcohol. This program has proven to be a very effective marketing tool, with applications for participation averaging about 80 per month while opportunities available numbered about 28.

The TASTE program provides and controls supplier access to LDB stores for the purpose of sampling beverage alcohol products to the consuming public. In 1987/88 an average of 14 stores were involved with tastings on every weekend.

SPECIAL EVENTS

The branch participated in many special events throughout the year culminating in the March 3 to 6 combined VIVA/ Vancouver International Wine Festival which drew 46,872 people to the Vancouver Trade and Convention Centre and contributed $106,000 to the Vancouver Playhouse. The special event LDB store at this event was our largest temporary store ever installed at almost 5000 square feet and nearly 800 products.

Other events where temporary stores were located included the Okanagan Wine Festival, Bravo Victoria, Commonwealth Heads of Government Meetings and the World Culinary Arts Festival.

Liquor Distribution Branch staff attended special order and information booths at several other special events where a temporary store was not feasible.

CUSTOMER SERVICE

One of the recommendations of the Liquor Policy Review was that "the LDB should enhance its customer relations program for all staff in such areas as product knowledge and customer service." Consistent with that mandate, the product knowledge courses of the Branch graduated more staff than in any previous year. There were 111 graduates from the basic course and 31 graduates from the advanced course.

The number of graduates in the store system now total 1420 for the basic course and 260 for the advanced course. All graduates wear a bottle symbol badge attached to their customer service badge or, in the case of management personnel, in their jacket lapel.

Liquor Store

Liquor Store

COMMUNICATIONS

The branch produces a range of publications available to customers, members of the beverage alcohol industry, the media and employees.

The Guide is a free, digest-sized magazine produced by the branch and is available only in B.C. liquor stores as a service to our customers. The Guide contains beverage alcohol related articles, supplier advertising, responsibility messages, general information, as well as a complete listing of products available at B.C. liquor stores. The Guide was published five times during the year with a per issue circulation of 55,000 - 65,000 copies.

Also available from the branch is the Quarterly Market Review, which details B.C. market trends in liquor sales by product category. Special event store price lists, The Wine Press newsletter, and Store Location Guides are also available. The employees' newsletter, The Grapevine, is produced on a regular basis as a communications vehicle for all employees.

The Merchandising and Communications Department is the primary response area for media and general enquiries about the branch. Customer enquiries which involve branch policy or operational issues are answered.

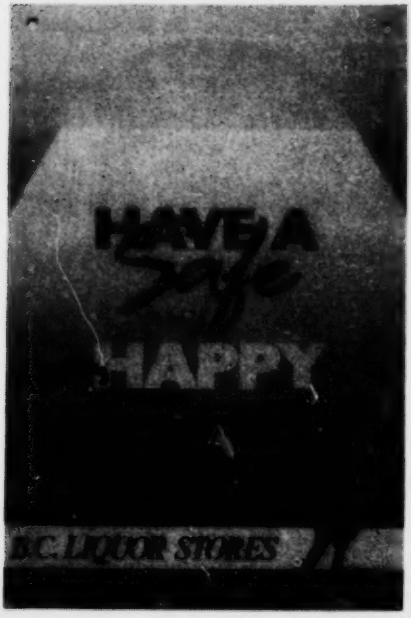
THE RESPONSIBILITY PROGRAM

The branch encourages the responsible use of the products it makes available. To that end, the suppliers are encouraged to include a responsibility message in their promotions.

The branch also operates a responsibility program of its own which usually consists of "danglers" in every store, transmitting a cautionary message regarding the proper use of alcohol. Such signage programs were executed in January, March, June, September and November of 1987.

The branch also co-operates fully with government's CounterAttack program by printing CounterAttack messages on its product bags.

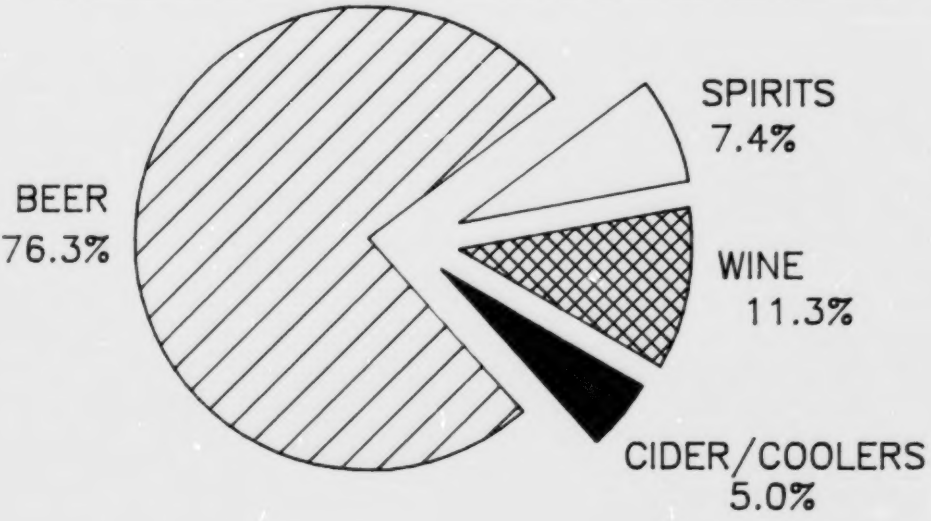
Many individual stores also co-operate with schools in their respective communities by allowing the hanging of contest-winning posters on responsibility themes.



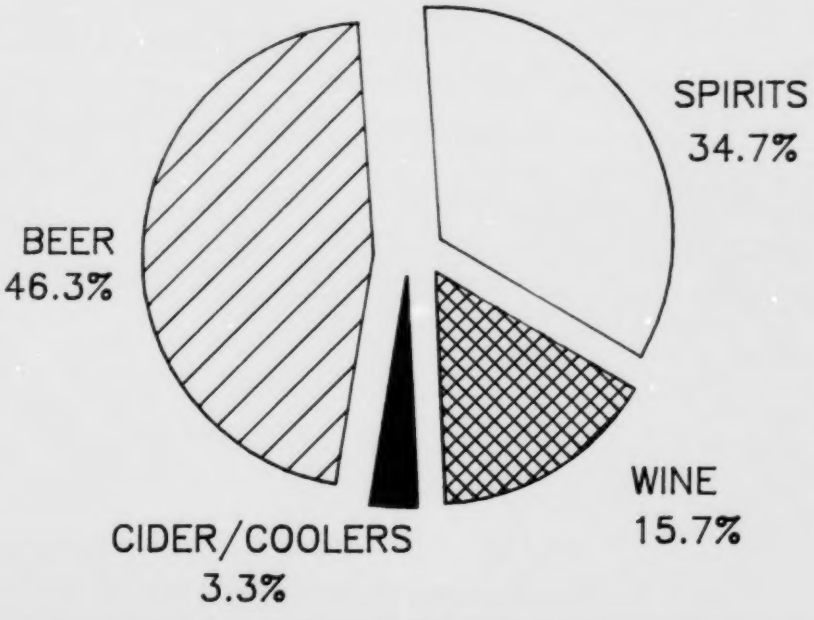
Statistical Review

- 1987/88 Volume Consumption by Category
- 1987/88 Absolute Alcohol Consumption by Category
- 1987/88 Retail Sales by Category
- 1987/88 Gross Profit by Category
- Historical Volume Sales by Category
- Historical Retail Sales by Category
- Sales by Category - Counter and Licensee
- Provincial Retail Dollar Sales by Source
- 1987/88 Application of Liquor Distribution Branch Revenues
- Retail Price Breakdown
- Personnel Recruiting Activity

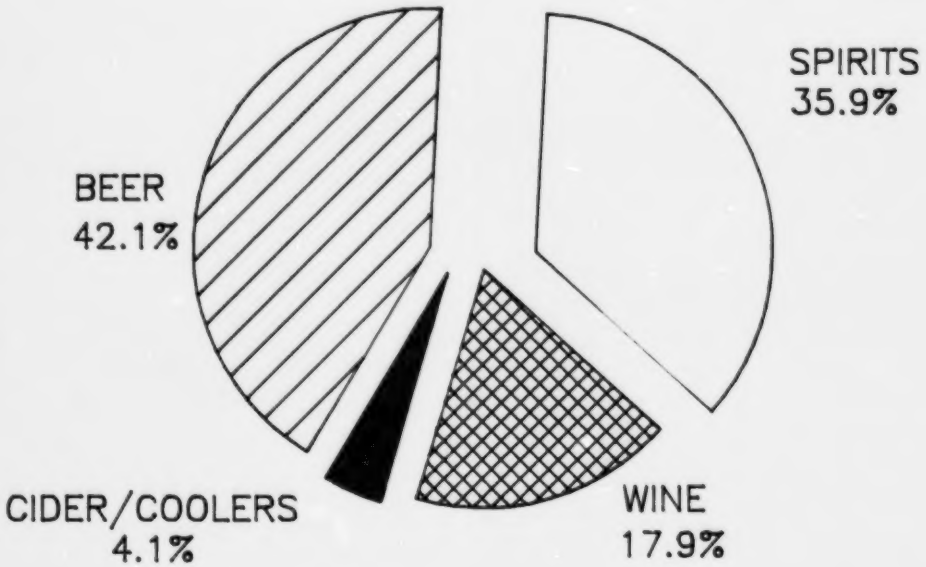
1987/88
VOLUME CONSUMPTION BY CATEGORY
TOTAL = 306.0 MILLION LITRES



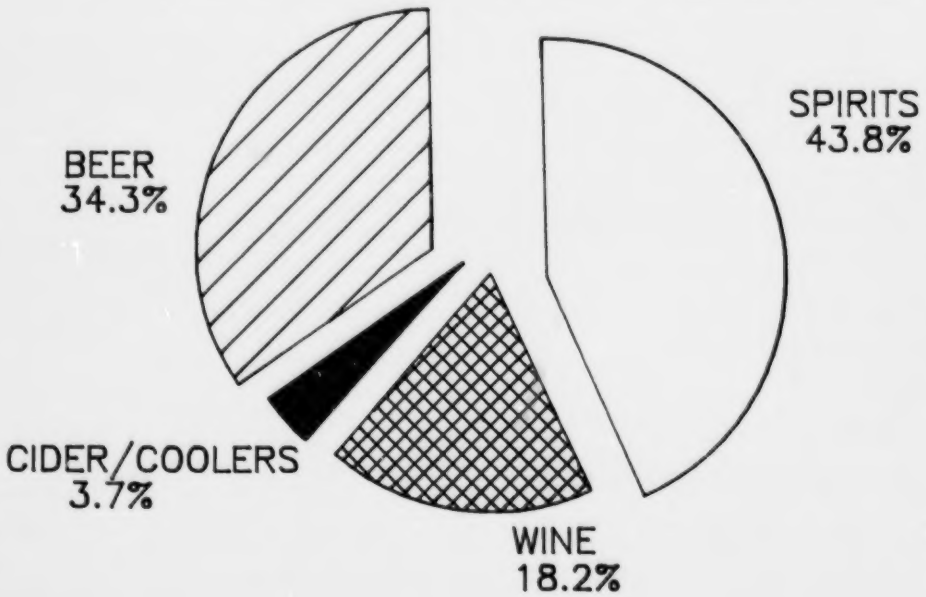
1987/88
ABSOLUTE ALCOHOL CONSUMPTION BY CATEGORY
TOTAL = 25.0 MILLION LITRES



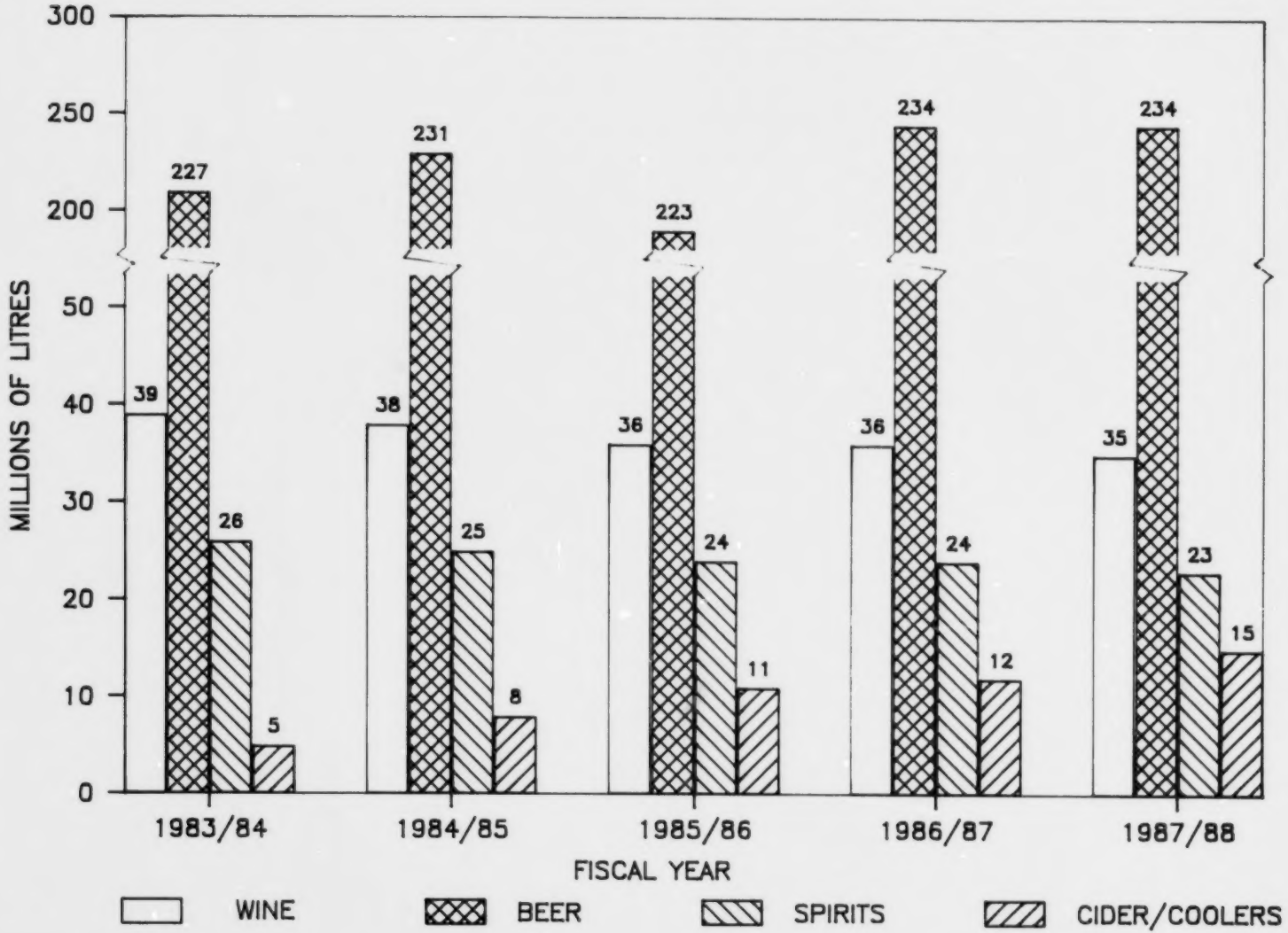
1987/88
RETAIL SALES BY CATEGORY
TOTAL = $1,223.6 MILLION



1987/88
GROSS PROFIT BY CATEGORY
TOTAL = $547.7 MILLION



HISTORICAL VOLUME SALES BY CATEGORY

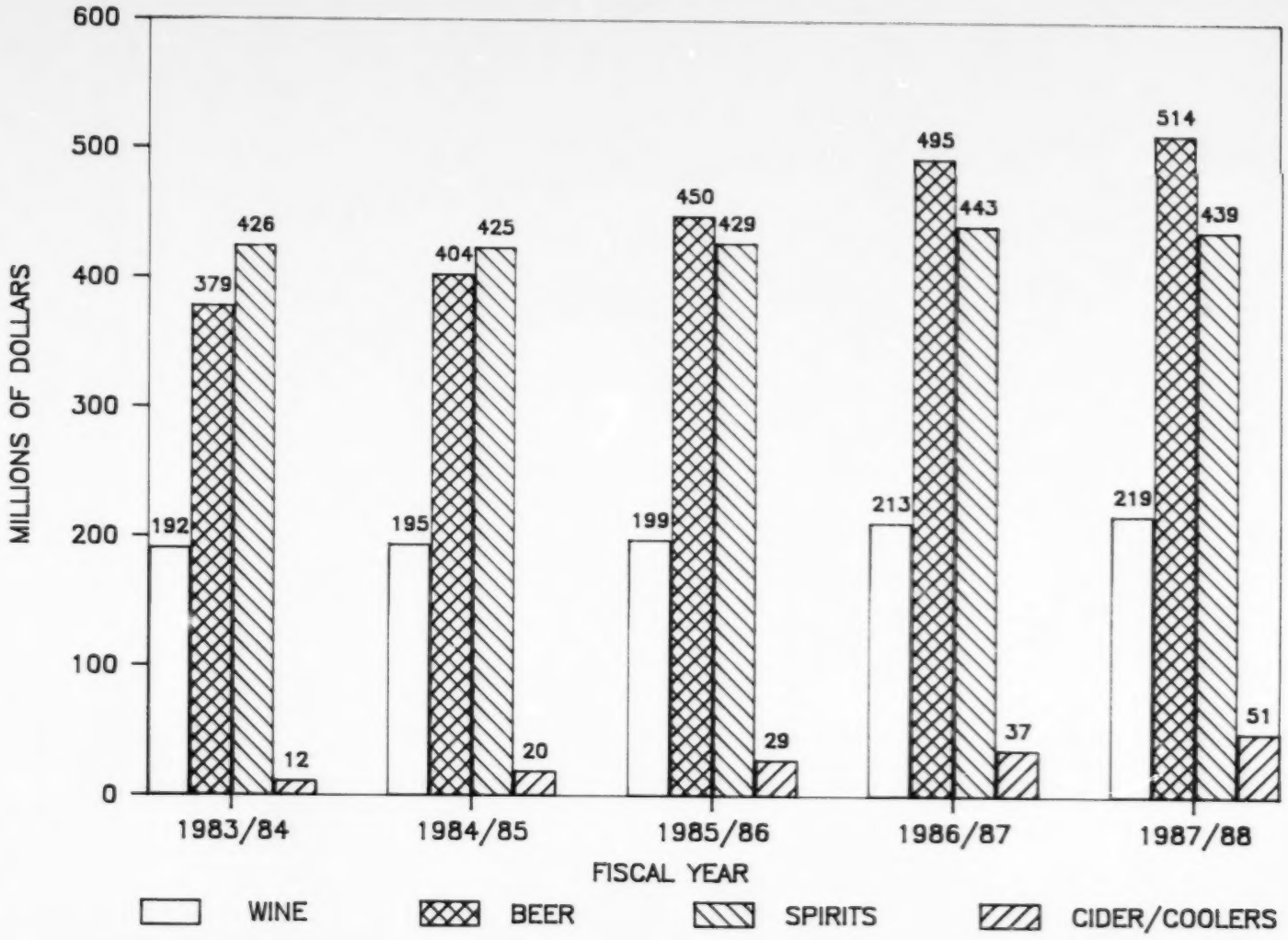


HISTORICAL VOLUME SALES BY CATEGORY

(thousands of litres)

	1983/84	% CHANGE	1984/85	% CHANGE	1985/86	% CHANGE	1986/87	% CHANGE	1987/88
SPIRITS									
Domestic	19,817	-6.1%	18,607	-4.8%	17,706	-0.5%	17,615	-5.2%	16,706
Imported	5,880	0.8%	5,924	1.7%	6,025	0.6%	6,062	-2.8%	5,891
TOTAL SPIRITS	25,697	-4.5%	24,532	-3.3%	23,731	-0.2%	23,676	-4.6%	22,597
WINE									
Domestic	24,649	-9.1%	22,397	-4.2%	21,455	2.2%	21,935	-4.6%	20,928
Imported	14,041	11.1%	15,600	-3.6%	15,040	-6.9%	14,001	-3.1%	13,567
TOTAL WINE	38,690	-1.8%	37,998	-4.0%	36,495	-1.5%	35,937	-4.0%	34,495
BEER									
Domestic	216,389	2.3%	221,458	-3.2%	214,411	4.0%	222,900	-0.7%	221,370
Imported	10,726	-8.6%	9,806	-10.4%	8,783	21.3%	10,649	14.3%	12,168
TOTAL BEER	227,115	1.8%	231,264	-3.5%	223,194	4.6%	233,549	0.0%	233,538
CIDER	5,482	24.2%	6,807	0.4%	6,837	4.3%	7,133	16.6%	8,315
COOLERS	0		1,453	170.8%	3,935	25.2%	4,928	43.4%	7,066
TOTAL VOLUME	296,984	1.7%	302,054	-2.6%	294,191	3.7%	305,222	0.3%	306,010
TOTAL ABSOLUTE ALCOHOL	26,227	-1.5%	25,835	-3.4%	24,958	1.9%	25,420	-1.6%	25,002

HISTORICAL RETAIL SALES BY CATEGORY



HISTORICAL RETAIL SALES BY CATEGORY

(thousands of dollars)

	1983/84 $	% CHANGE	1984/85 $	% CHANGE	1985/86 $	% CHANGE	1986/87 $	% CHANGE	1987/88 $
SPIRITS									
Domestic	309,962	-1.0%	306,865	-1.0%	303,826	2.9%	312,668	-1.6%	307,559
Imported	116,284	2.0%	118,631	5.2%	124,767	4.4%	130,241	1.2%	131,763
TOTAL SPIRITS	426,246	-0.2%	425,496	0.7%	428,593	3.3%	442,909	-0.8%	439,322
WINE									
Domestic (1)	96,572	-5.2%	91,578	-2.2%	89,542	7.9%	96,659	-5.1%	101,588
Imported	95,314	8.4%	103,349	5.5%	109,063	6.4%	115,999	0.9%	117,086
TOTAL WINE	191,886	1.6%	194,927	1.9%	198,604	7.1%	212,659	2.8%	218,674
BEER									
Domestic	354,902	7.5%	381,417	12.2%	427,958	9.1%	466,963	3.3%	482,467
Imported	24,308	-5.9%	22,871	-1.6%	22,513	26.5%	28,471	12.5%	32,028
TOTAL BEER	379,210	6.6%	404,288	11.4%	450,472	10.0%	495,434	3.8%	514,495
CIDER	12,337	29.2%	15,942	11.8%	17,824	15.4%	20,568	26.3%	25,975
COOLERS	0		3,594	222.2%	11,580	38.5%	16,038	53.2%	24,572
TOTAL SALES	1,009,680	3.4%	1,044,247	6.0%	1,107,073	7.3%	1,187,607	3.0%	1,223,038

Note: Figures exclude Provincial Sales Tax.

(1) Excludes estate wine sales not made through L.D.B. stores.

SALES BY CATEGORY - COUNTER AND LICENSEE

For the Year Ended March 31, 1988

DOLLARS

	1988			1987
	Counter	Licensee	Total	Total
SPIRITS				
Canadian	262,472,690	45,086,447	307,559,137	312,667,975
Imported	105,289,014	26,474,164	131,763,178	130,241,031
	367,761,704	71,560,611	439,322,315	442,909,006
WINES				
British Columbia	90,217,605	10,312,438	100,530,043	95,300,656
Other Canadian	960,051	98,049	1,058,100	1,358,786
	91,177,656	10,410,487	101,588,143	96,659,442
Imported	80,950,074	36,135,412	117,085,486	115,999,370
	172,127,730	46,545,899	218,673,629	212,658,812
MALT LIQUOR				
Canadian	281,197,210	201,269,716	482,466,926	466,962,613
Imported	23,522,069	8,506,242	32,028,311	28,470,972
	304,719,279	209,775,958	514,495,237	495,433,585
CIDER				
Canadian	17,414,911	8,523,420	25,938,331	20,498,385
Imported	30,500	6,268	36,768	69,698
	17,445,411	8,529,688	25,975,099	20,568,083
COOLERS				
Canadian	18,747,210	5,454,216	24,201,426	16,035,030
Imported	339,680	30,606	370,286	2,637
	19,086,890	5,484,822	24,571,712	16,037,667
TOTAL LIQUOR SALES	881,141,014	341,896,978	1,223,037,992	1,187,607,153
Non-Alcoholic	582,589	—	582,589	653,521
TOTAL SALES	881,723,603	341,896,978	1,223,620,581	1,188,260,674
LESS: Direct Deliveries Licensees - Malt	70,627,856	182,859,979	253,487,835	223,833,481
TOTAL LDB SALES	811,095,747	159,036,999	970,132,746	964,427,193

SALES BY CATEGORY - COUNTER AND LICENSEE

For the Year Ended March 31, 1988

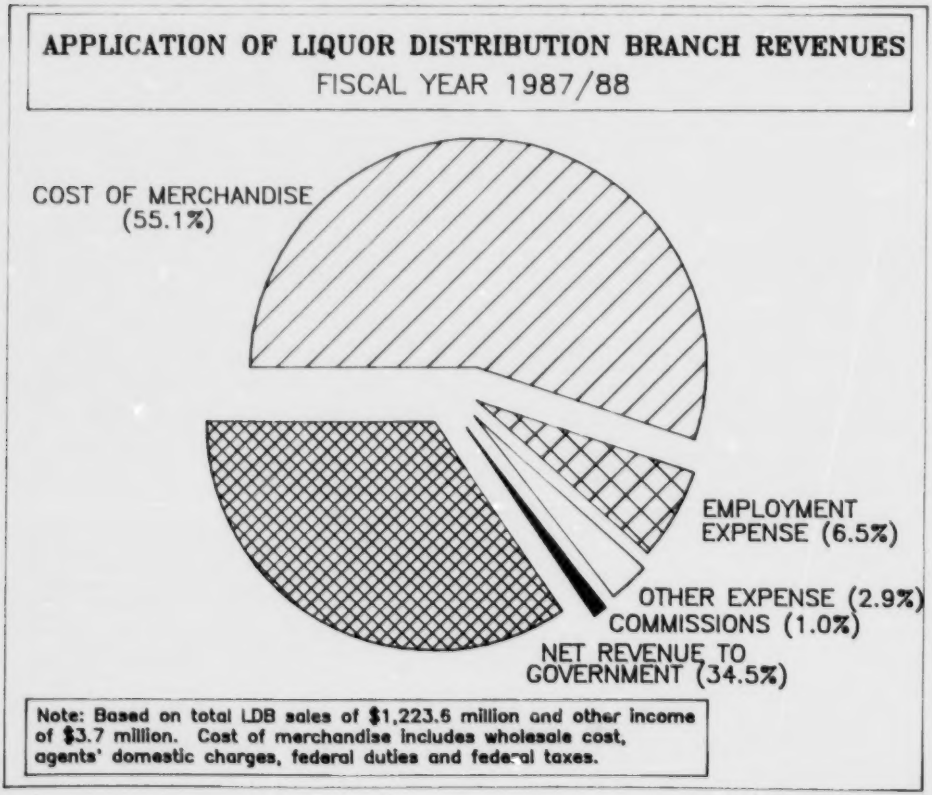
LITRES

	1988			1987
	Counter	Licensee	Total	Total
SPIRITS				
Canadian	14,226,762	2,479,406	16,706,168	17,614,944
Imported	4,793,220	1,097,318	5,890,538	6,061,504
	19,019,982	3,576,724	22,596,706	23,676,448
WINES				
British Columbia	18,610,602	2,189,917	20,800,519	21,766,394
Other Canadian	117,390	9,613	127,003	169,036
	18,727,992	2,199,530	20,927,522	21,935,430
Imported	9,567,545	3,999,808	13,567,353	14,001,342
	28,295,537	6,199,338	34,494,875	35,936,772
MALT LIQUOR				
Canadian	117,357,350	104,012,518	221,369,868	222,899,969
Imported	9,770,732	2,397,055	12,167,787	10,649,121
	127,128,082	106,409,573	233,537,655	233,549,090
CIDER				
Canadian	5,629,790	2,680,462	8,310,252	7,122,691
Imported	3,470	1,601	5,071	9,875
	5,633,260	2,682,063	8,315,323	7,132,566
COOLERS				
Canadian	5,510,724	1,453,946	6,964,670	4,926,646
Imported	92,824	8,275	101,099	935
	5,603,548	1,462,221	7,065,769	4,927,581
TOTAL LIQUOR SALES	185,680,409	120,329,919	306,010,328	305,222,457
LESS: Direct Deliveries Licensees - Malt	28,635,259	94,563,746	123,199,005	115,255,880
TOTAL LDB SALES	157,045,150	25,766,173	182,811,323	189,966,577

PROVINCIAL RETAIL DOLLAR SALES BY SOURCE

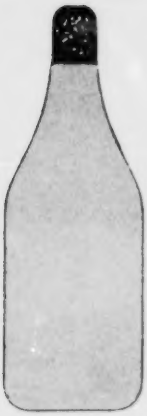
	1986/87	1987/88
COUNTER SALES		
Liquor Distribution Branch Stores	66.0%	62.9%
Licensee Retail Stores	2.2%	6.8%
Rural Agency Stores	1.7%	2.1%
Industry Agency Stores	0.5%	0.6%
TOTAL COUNTER SALES	70.5%	72.5%
LICENSEE SALES	29.5%	27.5%
TOTAL SALES	100.0%	100.0%

Note: —Figures are percentages of total provincial retail dollar sales excluding provincial sales tax. Individual figures may not add to totals due to rounding.
—The licensee figure refers to sales to licensees and not licensee sales to public.


APPLICATION OF LIQUOR DISTRIBUTION BRANCH REVENUES
FISCAL YEAR 1987/88
COST OF MERCHANDISE (55.1%)
EMPLOYMENT EXPENSE (6.5%)
OTHER EXPENSE (2.9%)
COMMISSIONS (1.0%)
NET REVENUE TO GOVERNMENT (34.5%)
Note: Based on total LDB sales of $1,223.6 million and other income of $3.7 million. Cost of merchandise includes wholesale cost, agents' domestic charges, federal duties and federal taxes.

RETAIL PRICE BREAKDOWN

Examples as at March 31, 1988



B.C. Table Wine
750 ml bottle

Prime Cost to LDB	2.01
Federal Excise/Duty	.34
Federal Sales Tax	.42
Sub-Total	2.77
LDB Markup	1.52
Provincial Sales Tax	.26
Total Cost to Consumer	**4.55**

Imported Table Wine
750 ml bottle

Prime Cost to LDB	2.06
Federal Excise/Duty	.37
Federal Sales Tax	.36
Sub-Total	2.79
LDB Markup	3.29
Provincial Sales Tax	.37
Total Cost to Consumer	**6.45**

Domestic Spirits
750 ml bottle

Prime Cost to LDB	3.03
Federal Excise/Duty	3.22
Federal Sales Tax	1.12
Sub-Total	7.37
LDB Markup	8.67
Provincial Sales Tax	.96
Total Cost to Consumer	**17.00**

Imported Spirits
750 ml bottle

Prime Cost to LDB	3.42
Federal Excise/Duty	3.24
Federal Sales Tax	1.04
Sub-Total	7.70
LDB Markup	9.47
Provincial Sales Tax	1.03
Total Cost to Consumer	**18.20**

Regular Bottled Domestic Beer
(Case of 12 x 341 ml)

Prime Cost to LDB	5.05
Federal Excise/Duty	.79
Federal Sales Tax	1.05
Sub-Total	6.89
LDB Markup	3.82
Provincial Sales Tax	.64
Total Cost to Consumer	**11.35**

Bottled Imported Beer
(Case of 6 x 355 ml)

Prime Cost to LDB	2.92
Federal Excise/Duty	.48
Federal Sales Tax	.46
Sub-Total	3.86
LDB Markup	3.45
Provincial Sales Tax	.44
Total Cost to Consumer	**7.75**

PERSONNEL RECRUITING ACTIVITY

		1987/88	1986/87
Number of positions posted		135	189
Number of positions filled		133	131
Auxiliaries and statutory terms hired:			
Administration		44	52
Stores		800	461
Distribution		46	77
Total		890	590
Resignations (Auxiliaries and Regulars)		393	456
Retirements		98	52
Total number of L.D.B. employees as at			
March 31 —	Regular	1667	1727
	Auxiliary	1549	1448
	Total	3216	3175

Financial Statements

- BALANCE SHEET
- AUDIT STATEMENT
- STATEMENT OF INCOME
- STATEMENT OF CHANGES IN FINANCIAL POSITION
- STATEMENT OF CHANGES IN PROVINCE OF BRITISH COLUMBIA ADVANCE
- NOTES TO FINANCIAL STATEMENTS
- SCHEDULE 1: OPERATING EXPENSES

BALANCE SHEET

As At March 31, 1988

ASSETS

	1988 $	1987 $
CURRENT ASSETS		
Cash	6,658,375	6,248,352
Accounts receivable	2,473,111	2,611,751
Inventories	58,985,578	52,732,360
	68,117,064	61,592,463
FIXED ASSETS, at cost (note 3)	38,452,907	37,880,644
Less accumulated depreciation	28,970,397	26,654,475
	9,482,510	11,226,169
	77,599,574	72,818,632

LIABILITIES

CURRENT LIABITILITES		
Accounts payable and accrued liabilities	51,952,570	44,580,318
PROVINCE OF BRITISH COLUMBIA		
Advance	25,647,004	28,238,314
	77,599,574	72,818,632

Commitments and Contingencies (notes 5 & 6)

The accompanying notes and Schedule 1 are an integral part of these financial statements.

Approved By:

A.D. ANDERSON
General Manager

L.N. DYER
Director of Finance

AUDIT

The financial transactions of the Branch, after adjustments for differences in accounting policies from those of the Government, are included in the Combined Financial Statements of the Government of the Province of British Columbia. Although an auditor's opinion has not been expressed on these financial statements, the accounts of the Branch have been examined by the Auditor General as part of the audit of the Government's Combined Financial Statements.

STATEMENT OF INCOME

For The Year Ended March 31, 1988

	1988 $	1987 $
SALES (note 4)	970,132,746	964,427,193
COST OF MERCHANDISE SOLD	512,459,978	508,269,514
	457,672,768	456,157,679
PROVINCIAL MALT LEVY (note 4)	90,019,176	81,569,003
	547,691,944	537,726,682
OPERATING EXPENSES (Schedule 1)	128,096,009	115,312,688
	419,595,935	422,413,994
OTHER INCOME	3,700,329	2,919,892
NET INCOME	423,296,264	425,333,886

STATEMENT OF CHANGES IN FINANCIAL POSITION

For The Year Ended March 31, 1988

	1988 $	1987 $
CASH PROVIDED BY OPERATIONS		
Net Income	423,296,264	425,333,886
Amounts charged against income not requiring an outlay of cash:		
Depreciation	2,969,293	2,801,108
Gain on disposal of fixed assets	(228,273)	(145,449)
Decrease (Increase) in accounts receivable	138,640	1,707,526
(Increase) in inventory	(6,253,218)	(6,170,053)
(Decrease) Increase in accounts payable	7,372,252	(251,632)
	427,294,958	423,275,386
CASH PAYMENTS TO PROVINCIAL TREASURY	(425,887,574)	(414,587,092)
	1,407,384	8,688,294
CASH USED FOR INVESTMENT IN FIXED ASSETS		
Acquisition of fixed assets	(1,243,417)	(3,351,655)
Proceeds on Disposal	246,056	148,818
	(997,361)	(3,202,837)
INCREASE (DECREASE) IN CASH	410,023	5,485,457
CASH AT BEGINNING OF YEAR	6,248,352	762,895
CASH AT END OF YEAR	6,658,375	6,248,352

STATEMENT OF CHANGES IN PROVINCE OF BRITISH COLUMBIA ADVANCE

For The Year Ended March 31, 1988

	1988	1987
	$	$
Balance at beginning of year	28,238,314	17,491,520
Net Income	423,296,264	425,333,886
Cash payments to Provincial Treasury	(425,887,574)	(414,587,092)
BALANCE AT END OF YEAR	25,647,004	28,238,314

NOTES TO FINANCIAL STATEMENTS

For The Year Ended March 31, 1988

1. STATUS OF THE BRANCH

The Liquor Distribution Branch obtains its authority for operation from the Liquor Distribution Act which was administered by the Ministry of Finance and Corporate Relations, until July 31, 1987. On this date, the responsibility for the Liquor Distribution Branch was transferred to the Ministry of Labour and Consumer Services. As stated in Section 2 of this Act, the Branch has the sole right to purchase both in and out of the Province liquor for resale and reuse in the Province in accordance with the provisions of the Importation of Intoxicating Liquors Act (Canada).

2. SIGNIFICANT ACCOUNTING POLICIES

As prescribed by Section 18 of the Liquor Distribution Act, the financial statements of the Branch are prepared in accordance with generally accepted accounting principles.

The financial transactions of the Branch, after adjustments for differences in accounting policies from those of the Government, are included in the Combined Financial Statements of the Government of the Province of British Columbia.

Significant accounting policies followed in the preparation of these financial statements are:

a) Inventories are valued at the latest landed cost.

b) Fixed assets are depreciated on a straight line basis as follows:

Buildings	- 7½% per annum
Leasehold Improvements	- a minimum of 10% per annum or a rate sufficient to write off the cost over the remaining life of the respective lease.
Furniture, Fixtures, Vehicles & Equipment	- 25% per annum

3. FIXED ASSETS

	1988		1987	
	Cost	Accumulated Depreciation	Cost	Accumulated Depreciation
	$	$	$	$
Land	1,121,657	—	1,122,057	—
Buildings	11,208,643	7,759,281	11,268,653	7,265,660
Leasehold Improvements	4,640,248	3,536,657	4,640,248	3,064,478
Furniture, Fixtures, Vehicles & Equipment	21,482,359	17,674,459	20,849,686	16,324,337
	38,452,907	28,970,397	37,880,644	26,654,475
NET BOOK VALUE	9,482,510		11,226,169	

4. SALES

The Branch is responsible for sales of liquor in the Province. The majority of liquor is sold by the Branch itself; however, the Branch has authorized manufacturers in certain situations to sell directly to licensees and consumers. Total sales of liquor are as follows:

	1988	1987
	$	$
Total Branch Sales	970,132,746	964,427,193
Less non-alcoholic products	582,589	653,521
	969,550,157	963,773,672
Other authorized sales not included in these financial statements:		
Direct deliveries to licensees by brewers' agent	182,593,031	197,815,762
Direct deliveries to licensee retail stores by brewers' agent	62,771,589	20,432,422
Direct deliveries to Agency stores by brewers' agent	7,856,267	5,305,320
Brew pubs	266,948	279,977
Estate wineries	2,462,194	2,131,111
	255,950,029	225,964,592
TOTAL SALES OF LIQUOR IN THE PROVINCE	1,225,500,186	1,189,738,264

The Branch has authorized the brewers' agent to sell directly to licensees, licensee retail stores and agency stores. The Branch has also authorized brew pubs to manufacture and sell directly to the public. The Provincial Malt Levy reported on the income statement represents the margin on these sales.

The Branch has agreements with estate wineries which allow them to sell directly to the public, licensed establishments and licensee retail stores. Proceeds from the estate winery on-site sales accrue solely to the estate winery operator, while the Branch receives 5% of retail value of off-site estate winery agency store sales. The 5% remitted to the Branch is included in the income statement as other income.

Total sales of liquor in the Province do not include subsequent resale by licensed establishments, licensee retail stores and agency stores.

5. COMMITMENTS

a) Federal Taxes

The Branch maintains inventory in its bonded warehouse for which federal taxes have neither been paid nor recorded in these financial statements. As at March 31, 1988, the future liability for these taxes approximates $8,000,000. These taxes are payable when inventory is shipped from the bonded warehouse.

b) Lease Premises

Total commitments as at March 31,1988 for lease of premises are as follows:

Year ended March 31,	1989	$ 8,565,000
	1990	7,770,000
	1991	6,726,000
	1992	5,455,000
	1993	4,396,000
Subsequent years		15,390,000
TOTAL		$48,302,000

6. CONTINGENCIES

Agents' Stocking Program

The Branch has authorized suppliers' agents to import and warehouse liquor for subsequent resale to the Branch. Under this arrangement, the Branch has a contractual obligation to purchase all inventories held by the agent should he opt out of the program. As at March 31, 1988, the value of agents' inventories totals approximately $25,000,000 and the future liability for federal taxes thereon is $14,000,000.

7. SUPERANNUATION FUND

The Liquor Distribution Branch is an approved employer under the Pension (Public Service) Act. Eligible employees of the Branch contribute to the Public Service Superannuation Fund at a rate of 4.25% of pensionable salary up to the year's maximum pensionable earnings as defined in the Canada Pension Plan and at a rate of 5.75% of pensionable salary in excess of the year's maximum pensionable earnings. An additional 1.25% of pensionable salary is deducted and used to finance the payment of inflation adjustment supplements. In addition to matching the employees' contributions, the Branch contributes an additional 2.5% of pensionable salary for basic pension benefits.

An actuarial evaluation of the Public Service Superannuation Fund was made at March 31, 1984. Details of the unfunded liability are described in the Public Service Superannuation Fund financial statements included in the Public Accounts. The portion of the unfunded liability attributable to the Liquor Distribution Branch was not determined by the actuary.

8. COMPARATIVE FIGURES

Certain comparative figures for the previous year have been reclassified to conform with the March 31, 1988 financial statement presentation.

OPERATING EXPENSES

For The Year Ended March 31, 1988

	Warehouse	Retail Store	Administration	1988 Total	1987 Total
	$	$	$	$	$
Salaries and Wages	4,993,496	50,904,246	12,450,319	68,348,061	64,576,908
Superannuation	349,534	3,546,119	855,833	4,751,486	4,579,073
Unemployment Insurance	134,924	1,368,846	330,362	1,834,132	1,763,890
Dental and Extended Health	93,642	950,030	229,284	1,272,956	1,189,939
Canada Pension	78,742	798,857	192,799	1,070,398	1,007,085
Workers' Compensation Board	65,035	659,799	159,238	884,072	861,065
B.C. Medical	60,709	615,914	148,647	825,270	758,777
Long Term Disability	31,892	323,554	78,088	433,534	430,168
Group Insurance	17,452	177,052	42,731	237,235	238,241
Staff Benefits	1,159	14,068	44,536	59,763	80,708
Commissions	—	4,125,258	8,380,693	12,505,951	5,842,828
Rents	188,695	10,584,682	270,006	11,043,383	9,867,935
Data Processing	—	—	5,499,946	5,499,946	4,851,423
Freight to Stores	—	3,555,489	—	3,555,489	3,669,285
Depreciation	473,326	1,468,226	1,027,741	2,969,293	2,801,108
Light, Water and Fuel	92,551	1,482,728	297,807	1,873,086	2,114,011
Repairs and Maintenance	91,380	1,114,771	615,730	1,821,881	2,034,946
Printing, Stationery and Postage	7,422	70,590	1,545,190	1,623,202	1,470,682
Sundries	114,405	335,392	1,138,664	1,588,461	1,750,650
Store Wrapping Supplies	—	1,185,410	—	1,185,410	1,115,626
Travelling	5,533	223,501	916,524	1,145,558	1,205,049
Janitorial and Scavenging	28,174	783,016	272,577	1,083,767	895,394
Telephone and Telegraph	16,314	186,436	781,839	984,589	933,735
Armoured Car Service	—	—	689,236	689,236	439,650
Property Charges	356,564	87,828	—	444,392	455,959
Warehouse Equipment Costs	358,715	—	—	358,715	362,535
Bank Charges	—	—	6,743	6,743	16,018
	7,559,664	84,561,812	35,974,533	128,096,009	115,312,688

Sales by Store

— 1987/88 STORE DOLLAR SALES BY ECONOMIC DEVELOPMENT REGION

— 1987/88 VOLUME SALES BY STORE AND PRODUCT MIX BY CATEGORY

STORE SALES BY ECONOMIC DEVELOPMENT REGION

For The Year Ended March 31, 1988

ECONOMIC DEV'T REGION	STORE NUMBER	STORE NAME	TOTAL SALES $
VANCOUVER ISLAND/ COAST	225	ALERT BAY	480,727
	171	BELLA BELLA	734,314
	232	BELLA COOLA	979,195
	5	CAMPBELL RIVER	11,773,451
	206	CHEMAINUS	1,849,989
	235	COMOX	3,132,315
	10	COURTENAY	8,826,064
	8	CUMBERLAND	727,963
	12	DUNCAN	8,740,636
	134	GABRIOLA ISLAND	715,431
	204	GANGES	2,828,402
	55	GOLD RIVER	797,943
	24	LADYSMITH	2,154,243
	67	LAKE COWICHAN	1,579,095
	173	MILL BAY	2,117,347
		NANAIMO	
	33	—Cavan	4,214,420
	159	—Harewood	2,556,168
	243	—Terminal Park	11,084,004
		PARKSVILLE	
	42	—Parksville	3,802,813
	157	—Parksville North	2,444,633
	155	PENDER ISLAND	614,079
		PORT ALBERNI	
	40	—Port Alberni	3,832,187
	104	—Northport	3,805,826
	128	PORT ALICE	502,092
		PORT HARDY	
	168	—Market Street	694,363
	236	—Port Hardy	2,244,756
	115	PORT McNEILL	2,016,205
	41	POWELL RIVER	5,976,740
	34	QUALICUM	2,992,718
	50	SIDNEY	7,485,196
	229	SOOKE	2,254,503
	56	TAHSIS	444,522
	118	TOFINO	1,059,060
	216	UCLUELET	1,100,017
		VICTORIA (GREATER)	
	59	—Trafalgar Square	4,118,679
	61	—Windsor Court Mall	4,428,218
	68	—Esquimalt	3,358,782
	124	—Gorge & Tillicum	9,166,231
	125	—Langford	4,678,203
	140	—Cedar Hill	5,498,616
	150	—James Bay	3,177,666
	161	—Quadra & Hillside	9,698,300
	218	—Fort Street	12,538,690

STORE SALES BY ECONOMIC DEVELOPMENT REGION

For The Year Ended March 31, 1988

ECONOMIC DEV'T REGION	STORE NUMBER	STORE NAME	TOTAL SALES $
VANCOUVER ISLAND/ COAST		VICTORIA (GREATER)—*(Continued)*	
	219	—Colwood	3,849,261
	231	—Government Street Licensee	13,051,132
	242	—Saanich	10,008,284
MAINLAND/ SOUTHWEST	1	ABBOTSFORD	5,778,931
	64	AGASSIZ	1,780,976
	109	ALDERGROVE	4,271,386
		BURNABY	
	77	—Lougheed Plaza	8,034,272
	121	—Royal Oak & Rumble	4,571,405
	137	—Kensington	4,454,150
	203	—South Burnaby	4,998,111
	217	—North Burnaby	10,310,291
	220	—Middlegate Mall	9,910,675
		CHILLIWACK	
	7	—Chilliwack	6,082,895
	170	—Chilliwack Mall	4,111,860
	149	CLEARBROOK	6,590,816
		COQUITLAM	
	153	—Como Lake	4,199,111
	200	—Austin Road	5,117,350
		DELTA	
	145	—Scottsdale	6,280,438
	241	—Kennedy Heights	10,038,373
	127	FORT LANGLEY	2,074,399
	80	GIBSONS	3,099,783
	65	HANEY	5,859,631
	71	HOPE	2,524,539
	25	LADNER	4,198,869
		LANGLEY	
	22	—Langley	5,621,951
	158	—Langley Willowbrook	7,934,424
	23	LILLOOET	1,479,228
	93	MADEIRA PARK	1,249,540
	164	WEST MAPLE RIDGE	3,820,691
	27	MISSION PLAZA	5,115,846
		NEW WESTMINSTER	
	31	—10th Street	8,742,009
	97	—8th & McBride	4,557,031
		NORTH VANCOUVER	
	30	—2nd	7,763,748
	107	—Westview	9,460,463
	133	—Dollarton	2,915,634
	152	—Capilano Mall	4,166,977
	247	—Lynn Valley	8,516,936
	101	PEMBERTON	868,121
	165	PITT MEADOWS	1,427,267

STORE SALES BY ECONOMIC DEVELOPMENT REGION

For The Year Ended March 31, 1988

ECONOMIC DEV'T REGION	STORE NUMBER	STORE NAME	TOTAL SALES $
MAINLAND/ SOUTHWEST— *(Continued)*		PORT COQUITLAM	
	11	—Port Coquitlam	3,852,404
	89	—Prairie Mall	2,872,006
	163	—Westwood Mall	6,967,754
	205	PORT MOODY	3,170,617
		RICHMOND	
	76	—Brighouse	10,226,032
	85	—Lansdowne	5,122,682
	120	—Shellmont	4,793,322
	176	—Blundell	2,402,088
	244	—Seafair	7,471,646
	230	SECHELT	3,589,150
	208	SQUAMISH	3,048,666
		SURREY	
	70	—Cloverdale	3,757,863
	110	—Ocean Park	4,278,466
	116	—North Surrey	6,243,925
	122	—Whalley	6,299,697
	172	—Newton	4,045,775
	240	—Guildford	7,044,051
	98	TSAWWASSEN	5,315,657
		VANCOUVER	
	38	—Marpole	11,462,111
	53	—Harbour Centre	3,185,965
	58	—Hastings & Slocan	8,023,220
	87	—Victoria Drive	10,351,616
	90	—Fourth & Alma	7,197,442
	94	—Bute Street	4,531,649
	100	—Central Licensee	60,310,634
	102	—Dunbar	3,633,338
	111	—Commercial Drive	5,620,234
	112	—Cardero	5,020,684
	113	—Senlac	10,307,807
	117	—Broadway & Maple	12,363,049
	123	—Kingsgate Mall	8,121,361
	129	—Thurlow	9,109,143
	136	—Arbutus	3,018,072
	141	—13th & Granville	3,082,727
	144	—Mandarin Centre	1,473,091
	146	—18th & Cambie	4,156,598
	160	—39th & Cambie	13,921,955
	210	—Kerrisdale	4,815,145
	233	—Robson Street	8,733,405
	237	—28th & Main	4,922,364
		WEST VANCOUVER	
	72	—West Vancouver	7,817,172
	175	—Caulfeild	1,112,082
	228	—Park Royal	8,845,197

STORE SALES BY ECONOMIC DEVELOPMENT REGION

For The Year Ended March 31, 1988

ECONOMIC DEV'T REGION	STORE NUMBER	STORE NAME	TOTAL SALES $
MAINLAND/S.W.— *(Continued)*	302	WHISTLER	4,349,137
	6	WHITE ROCK	8,526,249
THOMPSON/ OKANAGAN	215	ARMSTRONG	1,417,654
	2	ASHCROFT	726,322
	138	BARRIERE	700,864
	60	CACHE CREEK	863,534
	226	CHASE	1,807,816
	88	CLEARWATER	1,476,790
	201	CLINTON	775,617
	49	ENDERBY	1,406,518
	16	GOLDEN	2,399,421
		KAMLOOPS	
	21	—Kamloops	5,934,479
	79	—Columbia Place	4,713,912
	108	—Valleyview	2,867,653
	147	—Westsyde	1,169,498
	223	—Kamloops North	6,654,464
		KELOWNA	
	20	—Leon	1,860,113
	103	—Capri	3,405,903
	143	—Westbank	3,191,873
	148	—Mission Park	3,316,867
	167	—Orchard Park	12,357,326
	246	—Willow Park	3,479,884
	19	KEREMEOS	863,165
	139	LOGAN LAKE	507,284
	214	LUMBY	1,168,757
	209	LYTTON	445,363
	29	MERRITT	3,067,586
	69	OLIVER	1,905,626
	83	OSOYOOS	2,272,737
		PENTICTON	
	39	—Penticton	3,787,585
	130	—Penticton Plaza	6,189,942
	37	PRINCETON	1,832,916
	45	REVELSTOKE	3,341,905
	48	SALMON ARM	4,775,656
	92	SICAMOUS	1,487,882
	86	SUMMERLAND	2,094,657
		VERNON	
	62	—Vernon	7,276,662
	135	—Vernon Polson Place	5,063,934
	166	WINFIELD	1,458,515
KOOTENAY	78	CASTLEGAR	2,801,088
		CRANBROOK	
	9	—Cranbrook	4,827,321
	151	—Tamarack	1,723,212

STORE SALES BY ECONOMIC DEVELOPMENT REGION

For The Year Ended March 31, 1988

ECONOMIC DEV'T REGION	STORE NUMBER	STORE NAME	TOTAL SALES $
KOOTENAY—		CRESTON	
(Continued)	75	—Valley Mall	2,055,724
	162	—Canyon Street	773,202
	131	ELKFORD	565,433
	13	FERNIE	1,620,247
	95	FRUITVALE	913,262
	15	GRAND FORKS	2,126,292
	14	GREENWOOD	267,053
	17	INVERMERE	2,927,410
	18	KASLO	730,894
	66	KIMBERLEY	2,022,871
	202	NAKUSP	1,172,206
	32	NELSON	4,656,013
	74	NEW DENVER	375,828
	245	RADIUM	1,079,326
	44	ROSSLAND	1,054,550
	207	SALMO	621,933
	28	SPARWOOD	1,239,586
	51	TRAIL	3,526,593
CARIBOO	221	100 MILE HOUSE	3,914,914
	106	MacKENZIE	2,128,761
	26	McBRIDE	517,946
		PRINCE GEORGE	
	114	—Hart	1,997,084
	126	—10th	7,452,778
	154	—College Heights	2,385,622
	174	—4th	12,658,817
		QUESNEL	
	43	—Quesnel	4,039,133
	156	—Quesnel West	1,480,534
	96	VALEMOUNT	779,477
	63	WILLIAMS LAKE	7,011,912
NORTH COAST	227	HAZELTON	979,636
	213	KITIMAT	3,182,454
	105	MASSET	1,327,917
	35	PRINCE RUPERT	6,770,356
	211	QUEEN CHARLOTTE CITY	1,250,848
	47	STEWART	425,679
	52	TERRACE	5,845,935
NECHAKO	73	BURNS LAKE	1,848,293
	248	FORT ST. JAMES	1,658,083
	91	FRASER LAKE	807,186
	119	GRANISLE	341,440
	99	HOUSTON	1,709,581
	46	SMITHERS	3,661,769
	81	VANDERHOOF	1,754,891

STORE SALES BY ECONOMIC DEVELOPMENT REGION

For The Year Ended March 31, 1988

ECONOMIC DEV'T REGION	STORE NUMBER	STORE NAME	TOTAL SALES $
PEACE RIVER	4	ATLIN	354,839
	84	CASSIAR	829,057
	238	CHETWYND	1,494,572
	212	DAWSON CREEK	4,997,375
	222	FORT NELSON	2,001,746
	3	FORT ST. JOHN	6,080,667
	234	HUDSON HOPE	341,066
	169	TUMBLER RIDGE	1,235,627
CONSIGNMENT AGENCY STORES			29,145,173
		TOTAL SALES	970,132,746

1987/88 VOLUME SALES BY STORE AND PRODUCT MIX BY CATEGORY

ECONOMIC DEV'T REGION	STORE NUMBER	STORE NAME	TOTAL LITRES	SPIRITS %	COOLERS WINE & CIDER %	BEER %
VANCOUVER ISLAND/ COAST	225	ALERT BAY	77,299	18.1	17.4	13.1	51.4
	171	BELLA BELLA	132,291	17.1	4.6	7.2	71.2
	232	BELLA COOLA	195,379	13.3	10.1	11.8	64.8
	5	CAMPBELL RIVER	2,232,823	13.0	14.2	8.5	64.3
	206	CHEMAINUS	378,307	12.5	13.3	8.6	65.7
	235	COMOX	602,998	12.5	20.8	7.8	58.8
	10	COURTENAY	1,765,347	11.7	16.4	9.1	62.7
	8	CUMBERLAND	189,391	7.9	8.5	5.6	78.1
	12	DUNCAN	1,724,094	12.4	16.3	8.1	63.2
	134	GABRIOLA ISLAND	146,278	11.0	19.3	7.2	62.5
	204	GANGES	481,711	14.8	22.9	7.0	55.3
	55	GOLD RIVER	196,168	8.0	7.9	6.1	78.0
	24	LADYSMITH	437,480	13.1	11.8	6.2	68.8
	67	LAKE COWICHAN	379,120	9.6	7.4	6.5	76.5
	173	MILL BAY	405,162	13.0	18.1	7.0	61.9
		NANAIMO					
	33	—Cavan	665,553	18.1	18.5	13.4	50.0
	159	—Harewood	508,245	13.5	12.5	6.0	68.0
	243	—Terminal Park	1,855,007	16.3	21.0	6.8	55.9
		PARKSVILLE					
	42	—Parksville	703,244	14.0	17.7	8.2	60.0
	157	—Parksville North	427,411	14.9	21.5	6.3	57.4
	155	PENDER ISLAND	107,154	15.0	21.0	6.2	57.8
		PORT ALBERNI					
	40	—Port Alberni	737,225	13.9	14.3	6.3	65.6
	104	—Northport	784,671	12.1	13.0	7.2	67.7
	128	PORT ALICE	103,925	11.5	9.6	5.6	73.4
		PORT HARDY					
	168	—Market Street	139,697	12.2	13.1	3.1	71.6
	236	—Port Hardy	412,632	13.8	13.6	10.8	61.9
	115	PORT McNEILL	384,709	13.3	11.4	7.7	67.6
	41	POWELL RIVER	1,129,752	13.3	16.8	9.4	60.5
	34	QUALICUM	509,707	15.8	22.0	7.0	55.2
	50	SIDNEY	1,233,853	15.6	25.7	6.8	51.8
	229	SOOKE	470,374	11.4	12.7	7.8	68.1
	56	TAHSIS	87,667	12.8	8.9	9.1	69.2
	118	TOFINO	214,209	10.3	13.8	8.5	67.4
	216	UCLUELET	211,637	12.3	14.8	7.4	65.5
		VICTORIA (GREATER)					
	59	—Trafalgar Square	1,093,256	7.1	12.8	3.7	76.4
	61	—Windsor Court Mall	712,060	15.1	26.8	5.6	52.6
	68	—Esquimalt	662,954	12.8	16.1	5.7	65.4
	124	—Gorge & Tillicum	1,913,424	11.1	15.3	6.2	67.3
	125	—Langford	1,010,997	10.7	13.8	6.5	68.9
	140	—Cedar Hill	954,645	14.2	25.7	6.1	54.0
	150	—James Bay	555,638	14.1	24.1	4.9	56.8
	161	—Quadra & Hillside	2,149,714	9.4	14.2	6.6	69.9
	218	—Fort Street	1,957,935	13.9	32.0	5.6	48.5

1987/88 VOLUME SALES BY STORE AND PRODUCT MIX BY CATEGORY

ECONOMIC DEV'T REGION	STORE NUMBER	STORE NAME	TOTAL LITRES	SPIRITS %	WINE %	COOLERS & CIDER %	BEER %
VANCOUVER ISLAND/ COAST— *(Continued)*		VICTORIA (GREATER)— *(Continued)*					
	219	—Colwood	773,989	11.8	16.7	8.3	63.2
	231	—Government Street Licensee	2,533,810	10.4	22.1	12.0	55.5
	242	—Saanich	1,941,532	11.5	20.4	7.1	61.1
MAINLAND/ SOUTHWEST	1	ABBOTSFORD	1,152,627	11.5	17.4	7.6	63.5
	64	AGASSIZ	364,991	10.4	17.4	8.7	63.5
	109	ALDERGROVE	907,939	11.4	12.4	5.8	70.5
		BURNABY					
	77	—Lougheed Plaza	1,452,229	13.1	21.0	7.5	58.4
	121	—Royal Oak & Rumble	899,234	12.2	16.7	6.0	65.1
	137	—Kensington	838,564	12.8	18.5	6.2	62.6
	203	—South Burnaby	924,982	13.2	19.7	5.5	61.7
	217	—North Burnaby	2,062,922	11.0	16.1	6.1	66.8
	220	—Middlegate Mall	2,061,543	10.5	15.2	6.1	68.1
		CHILLIWACK					
	7	—Chilliwack	1,088,491	15.3	17.5	7.2	60.0
	170	—Chilliwack Mall	714,341	16.2	17.7	7.6	58.6
	149	CLEARBROOK	1,319,848	12.3	14.2	6.4	67.1
		COQUITLAM					
	153	—Como Lake	820,754	11.5	18.5	7.5	62.6
	200	—Austin Road	1,065,690	11.1	16.1	5.3	67.5
		DELTA					
	145	—Scottsdale	1,130,325	14.6	19.8	6.5	59.1
	241	—Kennedy Heights	1,865,703	13.9	15.8	7.3	63.0
	127	FORT LANGLEY	394,473	12.3	17.4	7.5	62.8
	80	GIBSONS	588,692	13.3	16.5	6.3	63.9
	65	HANEY	1,057,606	14.6	18.4	7.0	60.0
	71	HOPE	521,505	12.2	11.4	6.2	70.2
	25	LADNER	771,494	13.4	21.7	6.2	58.7
		LANGLEY					
	22	—Langley	982,287	16.1	17.9	5.9	60.2
	158	—Langley Willowbrook	1,422,851	13.8	20.0	8.1	58.1
	23	LILLOOET	281,883	13.7	13.0	7.9	65.4
	93	MADEIRA PARK	209,955	17.4	16.8	7.5	58.3
	164	WEST MAPLE RIDGE	720,971	13.7	16.3	7.0	63.1
	27	MISSION PLAZA	1,050,646	12.0	12.7	8.5	66.8
		NEW WESTMINSTER					
	31	—10th Street	1,681,351	12.2	16.0	7.1	64.7
	97	—8th & McBride	850,842	13.8	18.7	5.9	61.5
		NORTH VANCOUVER					
	30	—2nd	1,525,094	11.3	17.3	6.5	64.9
	107	—Westview	1,777,153	10.9	22.1	7.3	59.7
	133	—Dollarton	534,105	11.4	25.4	5.5	57.7
	152	—Capilano Mall	718,946	13.5	26.2	6.2	54.1
	247	—Lynn Valley	1,657,280	10.7	22.0	6.0	61.3
	101	PEMBERTON	192,008	9.7	12.5	7.2	70.6
	165	PITT MEADOWS	282,971	12.7	14.6	7.6	65.2

1987/88 VOLUME SALES BY STORE AND PRODUCT MIX BY CATEGORY

ECONOMIC DEV'T REGION	STORE NUMBER	STORE NAME	TOTAL LITRES	SPIRITS %	WINE %	COOLERS & CIDER %	BEER %
MAINLAND/ SOUTHWEST —(Continued)		PORT COQUITLAM					
	11	—Port Coquitlam	729,396	13.1	15.9	7.8	63.2
	89	—Prairie Mall	586,860	11.7	15.7	5.9	66.6
	163	—Westwood Mall	1,263,123	13.4	19.2	8.4	59.0
	205	PORT MOODY	609,879	12.1	19.5	6.4	62.0
		RICHMOND					
	76	—Brighouse	1,844,093	12.7	20.4	7.2	59.6
	85	—Lansdowne	938,963	11.7	22.1	6.2	60.0
	120	—Shellmont	1,179,490	8.3	12.2	3.4	76.1
	176	—Blundell	396,250	14.5	25.6	3.5	56.3
	244	—Seafair	1,380,422	12.9	20.7	7.0	59.4
	230	SECHELT	667,397	13.5	18.7	5.9	61.9
	208	SQUAMISH	595,526	13.0	12.6	6.8	67.7
		SURREY					
	70	—Cloverdale	738,136	13.0	16.1	5.2	65.7
	110	—Ocean Park	742,186	13.2	26.5	6.2	54.1
	116	—North Surrey	1,209,291	13.6	13.2	7.3	65.9
	122	—Whalley	1,176,647	14.3	15.7	6.5	63.5
	172	—Newton	776,089	13.2	15.0	6.8	65.0
	240	—Guildford	1,236,965	14.7	19.9	7.0	58.4
	98	TSAWWASSEN	888,056	14.0	30.0	5.3	50.7
		VANCOUVER					
	38	—Marpole	3,870,262	4.1	7.4	2.0	86.5
	53	—Harbour Centre	480,515	17.6	25.1	5.0	52.3
	58	—Hastings & Slocan	1,798,183	9.0	11.0	4.8	75.2
	87	—Victoria Drive	2,155,311	11.4	10.6	5.0	73.0
	90	—Fourth & Alma	1,426,291	8.3	23.7	6.7	61.2
	94	—Bute Street	876,811	10.3	21.9	6.0	61.8
	100	—Central Licensee	6,249,238	28.0	38.9	13.8	19.3
	102	—Dunbar	622,546	10.7	29.8	4.5	54.9
	111	—Commercial Drive	1,185,442	9.6	15.1	4.2	71.1
	112	—Cardero	922,180	11.2	24.1	6.0	58.7
	113	—Senlac	2,177,633	10.6	13.1	6.1	70.2
	117	—Broadway & Maple	2,373,449	8.9	23.0	6.8	61.2
	123	—Kingsgate Mall	1,854,576	8.6	12.6	4.4	74.5
	129	—Thurlow	1,233,265	10.6	36.3	5.1	48.0
	136	—Arbutus	397,806	18.7	38.9	3.3	39.1
	141	—13th & Granville	496,651	12.2	31.2	6.9	49.6
	144	—Mandarin Centre	155,276	31.1	32.1	3.5	33.3
	146	—18th & Cambie	807,379	9.0	22.1	6.1	62.9
	160	—39th & Cambie	1,971,419	12.4	31.0	4.6	52.0
	210	—Kerrisdale	787,960	13.7	29.2	4.8	52.3
	233	—Robson Street	1,572,420	10.6	24.6	6.8	58.0
	237	—28th & Main	1,041,647	10.2	12.5	4.4	72.9
		WEST VANCOUVER					
	72	—West Vancouver	1,188,687	14.7	33.2	5.0	47.0
	175	—Caulfeild	153,445	14.4	37.8	3.5	44.4
	228	—Park Royal	1,208,582	14.9	41.4	4.4	39.3

1987/88 VOLUME SALES BY STORE AND PRODUCT MIX BY CATEGORY

ECONOMIC DEV'T REGION	STORE NUMBER	STORE NAME	TOTAL LITRES	SPIRITS %	WINE %	COOLERS & CIDER %	BEER %
MAINLAND/ SOUTHWEST —*(Continued)*	302	WHISTLER	837,627	8.0	19.1	6.4	66.5
	6	WHITE ROCK	1,469,490	14.3	24.7	6.3	54.8
THOMPSON/ OKANAGAN	215	ARMSTRONG	300,476	12.0	10.5	7.1	70.4
	2	ASHCROFT	146,456	12.4	13.3	5.3	69.0
	138	BARRIERE	165,042	9.7	7.2	6.6	76.6
	60	CACHE CREEK	180,472	12.5	8.8	5.9	72.8
	226	CHASE	347,853	14.5	12.2	7.7	65.6
	88	CLEARWATER	311,167	11.8	7.9	6.7	73.5
	201	CLINTON	178,708	13.6	9.6	5.2	71.7
	49	ENDERBY	293,681	12.4	10.7	7.6	69.3
	16	GOLDEN	459,493	12.5	11.7	6.3	69.5
		KAMLOOPS					
	21	—Kamloops	1,139,516	12.5	15.5	9.5	62.6
	79	—Columbia Place	913,310	11.8	17.6	8.8	61.8
	108	—Valleyview	565,813	13.0	14.8	7.9	64.4
	147	—Westsyde	263,460	10.1	11.2	8.1	70.6
	223	—Kamloops North	1,312,735	13.5	12.8	9.1	64.6
		KELOWNA					
	20	—Leon	378,124	12.5	14.2	5.2	68.1
	103	—Capri	646,014	13.8	16.7	6.3	63.2
	143	—Westbank	588,712	15.2	16.1	8.9	59.8
	148	—Mission Park	652,374	12.3	17.8	6.9	63.0
	167	—Orchard Park	2,504,277	11.9	14.6	9.0	64.5
	246	—Willow Park	767,282	11.3	10.5	5.3	72.9
	19	KEREMEOS	173,264	13.3	10.4	7.1	69.2
	139	LOGAN LAKE	107,395	11.6	9.0	6.1	73.2
	214	LUMBY	288,162	8.5	7.0	6.8	77.6
	209	LYTTON	97,218	10.3	13.2	7.8	68.7
	29	MERRITT	606,563	13.3	13.1	7.1	66.5
	69	OLIVER	393,100	12.0	15.4	6.6	66.1
	83	OSOYOOS	470,800	11.8	12.1	9.1	66.9
		PENTICTON					
	39	—Penticton	627,733	17.3	18.7	8.5	55.6
	130	—Penticton Plaza	1,153,769	14.3	16.5	8.3	60.9
	37	PRINCETON	412,789	10.6	8.5	5.8	75.0
	45	REVELSTOKE	710,276	10.6	11.0	6.3	72.0
	48	SALMON ARM	927,201	13.4	14.6	8.1	63.8
	92	SICAMOUS	301,949	13.2	8.4	7.8	70.7
	86	SUMMERLAND	435,828	11.7	13.7	6.3	68.3
		VERNON					
	62	—Vernon	1,485,943	12.1	13.8	6.7	67.4
	135	—Vernon Polson Place	894,221	15.2	19.2	12.6	53.0
	166	WINFIELD	320,292	10.8	13.2	7.1	68.9
KOOTENAY	78	CASTLEGAR	545,306	13.6	14.1	7.0	65.3
		CRANBROOK					
	9	—Cranbrook	897,157	14.7	14.7	6.0	64.5
	151	—Tamarack	342,298	12.7	14.6	5.9	66.8

1987/88 VOLUME SALES BY STORE AND PRODUCT MIX BY CATEGORY

ECONOMIC DEV'T REGION	STORE NUMBER	STORE NAME	TOTAL LITRES	SPIRITS %	WINE %	COOLERS & CIDER %	BEER %
KOOTENAY—		CRESTON					
(Continued)	75	—Valley Mall	408,485	13.0	12.4	5.4	69.1
	162	—Canyon Street	164,730	11.7	10.4	3.6	74.4
	131	ELKFORD	119,815	11.5	8.0	6.5	74.0
	13	FERNIE	265,205	19.0	13.9	6.3	60.8
	95	FRUITVALE	231,537	7.9	9.7	5.4	77.1
	15	GRAND FORKS	368,735	17.0	15.2	8.9	59.0
	14	GREENWOOD	50,658	15.1	8.6	5.9	70.4
	17	INVERMERE	534,582	13.0	17.1	7.8	62.1
	18	KASLO	166,864	9.4	10.0	4.4	76.2
	66	KIMBERLEY	392,092	13.5	14.5	5.6	66.3
	202	NAKUSP	246,583	11.7	10.0	6.8	71.5
	32	NELSON	800,506	15.8	18.5	8.0	57.7
	74	NEW DENVER	79,260	11.0	11.2	7.3	70.5
	245	RADIUM	251,909	8.0	9.5	6.8	75.7
	44	ROSSLAND	226,539	9.6	16.5	6.6	67.3
	207	SALMO	142,010	10.1	9.5	4.9	75.4
	28	SPARWOOD	259,806	12.3	7.3	4.5	75.9
	51	TRAIL	689,571	12.9	19.0	5.3	62.8
CARIBOO	221	100 MILE HOUSE	788,694	15.8	16.1	7.8	60.3
	106	MacKENZIE	462,283	11.0	6.9	5.1	77.0
	26	McBRIDE	115,661	10.1	8.7	6.3	75.0
		PRINCE GEORGE					
	114	—Hart	403,605	13.3	9.9	5.0	71.8
	126	—10th	1,263,478	16.6	14.0	6.4	63.0
	154	—College Heights	479,976	12.6	12.0	5.9	69.5
	174	—4th	3,112,268	9.6	8.6	4.0	77.8
		QUESNEL					
	43	—Quesnel	675,485	18.2	14.1	8.3	59.4
	156	—Quesnel West	278,948	14.8	12.9	5.8	66.4
	96	VALEMOUNT	154,239	12.0	9.2	6.5	72.3
	63	WILLIAMS LAKE	1,103,266	19.6	19.4	8.5	52.5
NORTH COAST	227	HAZELTON	232,346	8.2	9.3	7.7	74.8
	213	KITIMAT	643,252	11.8	12.5	6.2	69.4
	105	MASSET	267,308	11.1	12.2	8.1	68.6
	35	PRINCE RUPERT	1,133,682	16.1	13.6	13.0	57.3
	211	QUEEN CHARLOTTE CITY	229,816	13.7	10.3	8.1	67.8
	47	STEWART	79,271	14.5	8.0	7.1	70.4
	52	TERRACE	1,072,647	14.5	12.7	7.1	65.7
NECHAKO	73	BURNS LAKE	385,589	11.6	10.9	5.7	71.7
	248	FORT ST. JAMES	391,621	8.7	12.1	3.2	76.0
	91	FRASER LAKE	160,487	12.9	13.2	6.7	67.3
	119	GRANISLE	92,206	6.2	5.0	2.9	86.0
	99	HOUSTON	383,206	10.2	7.2	5.0	77.5
	46	SMITHERS	751,108	11.2	13.5	6.8	68.5
	81	VANDERHOOF	355,520	12.3	13.4	5.5	68.8

1987/88 VOLUME SALES BY STORE AND PRODUCT MIX BY CATEGORY

ECONOMIC DEV'T REGION	STORE NUMBER	STORE NAME	TOTAL LITRES	SPIRITS %	WINE %	COOLERS & CIDER %	BEER %
PEACE RIVER	4	ATLIN	85,218	7.3	10.6	3.8	78.4
	84	CASSIAR	169,823	11.6	7.2	3.9	77.3
	238	CHETWYND	314,958	11.9	7.6	5.3	75.3
	212	DAWSON CREEK	961,309	14.1	10.5	7.3	68.1
	222	FORT NELSON	332,811	18.2	9.7	6.8	65.4
	3	FORT ST. JOHN	1,117,291	15.1	11.9	5.8	67.1
	234	HUDSON HOPE	80,466	9.6	7.8	3.2	79.4
	169	TUMBLER RIDGE	269,272	10.1	8.8	5.6	75.5
CONSIGNMENT AGENCY STORES			7,303,467	0.7	39.8	44.2	15.4
		TOTAL	182,811,323	12.3	18.9	8.4	60.4